

Analisis pengaruh komunikasi kawan sebaya melalui sosial media (facebook, twitter, instagram, dan path) terhadap purchase intention produk WE knit IT clothing co studi kasus: remaja 15 24 tahun berdomisili di Jabodetabek = Analysis of the effect of social media peer communication (facebook, instagram, twitter, and pah) on purchase intention of WE knit IT clothing co product case study : teenagers aged 15 24 years old in Jabodetabek area

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Abstrak

Skripsi ini membahas tentang pengaruh dari komunikasi kawan sebaya melalui sosial media yang terdiri dari Facebook, Twitter, Instagram, dan Path terhadap keputusan pembelian produk We Knit It Clothing Co di kalangan remaja berusia 15-24 tahun di wilayah Jabodetabek. Pengolahan data dalam penelitian ini menggunakan analisis structural equation modelling dalam program Lisrel 9.1

Hasil penelitian ini menunjukkan bahwa komunikasi kawan sebaya terbukti secara signifikan mempengaruhi keputusan pembelian produk We Knit It Clothing Co di kalangan remaja.

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This research discusses about the effect of social media peer communication which consists of Facebook, Instagram, Twitter and Path on teen?s purchase decision of We Knit It Clothing CO with a case study of teenagers aged 15? 24 years old in Jabodetabek area. Structural equation modelling analysis with Lisrel 9.1 program has been used to process the data.

The result of this research indicates that social media peer communication has a significant effect on teen?s purchase decision of We Knit It Clthing CO product.